

Covers the Torrance District Like a Blanket.

The Torrance Herald

"There is no Substitute for Circulation."

Tenth Year—No. 50

Published Semi-Weekly

TORRANCE, CALIF., TUESDAY, JULY 8, 1924.

Every Tuesday and Friday

5c Per Copy

Biggest Torrance Fiesta Opens Next Week

Brisk Demand for Steel Keeps Plant In Torrance Busy

Lull in Other Parts of Country Has Not Affected Columbia Steel Corporation With Big Mills Operating Here

VICE-PRESIDENT OF COMPANY TELLS CONDITIONS

Building Operations Along Pacific Coast Sufficient to Keep Huge Factory in This City Running at Capacity

The demand for steel is still strong on the Pacific coast, though there has been a lull in the market of this commodity in other parts of the country the last few months, according to D. H. Botchford of San Francisco, vice-president and general manager of the Columbia Steel Corporation, which operates a steel plant here.

The steel manufactured at the local plant is made from pig iron produced at the Columbia corporation's iron mines near Provo City, Utah.

"The blast furnaces at our Utah plant are the first of their kind to be established in the west," said Mr. Botchford. "Before our company started its operations about two years ago all the pig iron used in this section had to be shipped in from other parts of the country. Now much of this product is shipped to these points from Salt Lake City. The company disposes of most of its finished product on the Pacific coast and also does some export business.

Run at Capacity
The vast building operations that have been in progress in this section have taxed the plant almost to its capacity and there has been only a slight decrease in the local demand," said Mr. Botchford. "Reports from other steel producing sections of the country state that many plants have cut down on production owing to a lessened demand. This has probably been brought on largely by pre-election uncertainty in business, but it has been hardly appreciable in the west."

Sells Product Here
In addition to the Torrance plant the company operates one steel manufacturing plant near San Francisco and another at Portland, Ore. The pig iron to be converted into steel is shipped to these points from Salt Lake City. The company disposes of most of its finished product on the Pacific coast and also does some export business. Its iron mines are at Iron Springs, Utah, where 1000 tons of ore daily is now being produced. It owns large coal mines a short distance from its iron mines and has built a railroad connecting the ore deposits with its fuel supply. "We have all the raw materials needed in making iron right on the ground," said Mr. Botchford. "In addition to the ore and fuel supplies we have an abundance of water, which is an important item."

Martin Will Recover From Pistol Wound

Charles ("Hokey") Martin is reported to be recovering rapidly in the Hermosa-Redondo hospital. Martin, well known to Torrance residents here, was shot by his 12-year-old son, in defense of the mother.

PICNIC FOR SON

Mrs. Fred Lessing entertained a number of friends of her son Bob with an all-day picnic at Griffith Park Tuesday. Those enjoying the day were Thayer McLean, George G. Watson, Arnold Campbell, Walter Zaver, Bob and Paul Lessing.

WESTON WELL DRILLS BELOW 4000-FT. LEVEL

Sentinel Takes Gas From Rich Leases on East Side of Field

Weston No. 1, the Standard Oil wildcat on West Weston street in Lomita, is drilling below 4000 feet today, according to an authentic field report. How deep the company intends to drill the hole has not been made public. No showings sufficient to cause undue excitement have been encountered as yet, but it is evident the company intends to give the district a thorough test with this well.

WOMAN'S CLUB CORPORATION NAMES OFFICERS, DIRECTORS

Directors and officers of the incorporated branch of the Torrance Woman's Club were elected at meetings of stockholders and directors of the organization Thursday.

The directors were elected as follows: Mrs. Isabel Henderson, Mrs. Huron Reeve, J. W. Post, George Neill and W. Harold Kingsley. Officers were chosen as follows: J. W. Post, president; George Neill, vice-president; W. Harold Kingsley, secretary-treasurer. The board of directors and officers will function only in matters regarding the business operations of the clubhouse. In no way will they be concerned with the activities of the Woman's Club.

Holiday and week-end guests of Mr. and Mrs. Maynard Carroll of Hollywood were Mr. and Mrs. T. R. McArroy of Andree avenue, Mr. and Mrs. J. A. Wolfe and Mr. and Mrs. W. M. Phillips of Cota avenue.

Observations

The Democratic Convention and the Need of Reforms—Permanent Farm Relief—Los Angeles Newspapers—A Genius Husband's Lament

W. HAROLD KINGSLEY

THE Democratic convention has proven more disgusting than enlightening. It must serve to convince all Americans who wish to take their politics seriously—and all Americans should—that the convention system is not satisfactory.

Originally delegates to conventions consisted of actual leaders of their respective committees who went to their party conclaves seriously determined to select as candidates for office men of the highest possible caliber, who deserved the nominations by virtue of their records.

But modern party conventions seem to have lost the virtues of similar party events in the past. The Republican convention of 1912, both conventions of 1920 and both conventions this year have combined to convince the people that party assemblages are designed for the benefit of individuals and not to reflect the political sentiment of the country.

It is a sad commentary on the state of modern political affairs when the very men who are personally committed for political leadership use their power and influence for self.

Emotion, inspired by astute students of mob psychology, has taken the place of reason and logic at New York. Wherefore William Jennings Bryan suggests that hereafter conventions be open only to delegates and the press, with the emotion-inciting galleries closed.

Leave it to Bryan to suggest reforms. He has been doing it with more or less success for 28 years. Sometimes he has been wrong and more often he has been right.

In the question of convention reform he most certainly is right. The only sign of hope as far as this matter is concerned lies in the fact that all conditions get worse before they get better, and long-needed changes in the important means by which we select our presidential nominees may soon be forthcoming.

LOS ANGELES newspapers are engaged in a never-ending war over the question as to which publishes the most of this or that kind of advertising. The verbal battle goes on just as though volume of advertising is the measure of a newspaper's merit.

That old song, "My Wife's Gone to the Country," must have been written by a restless husband BEFORE his spouse boarded the train. The genius husband is a weird entity. Sometimes he actually believes that he will have a lot of fun "batching it" while the real boss of the house is on her vacation.

Harbor District Laundries Adopt Daylight Saving
All laundries of the harbor district have adopted the daylight saving plan for purposes of power conservation, it was announced today by the Torrance Laundry Company.

Fun and Business Will Be Combined In Five-Day Event

Legionnaires on Committees Report Preparations to Enter Home Stretch at Full Speed, With Big Time Sure

"CLEAN SHOWS AND PLENTY OF THEM" IS SLOGAN

T. C. Carlton Also Promises Even Better Results Than Last Year Under Big Top of Commercial Exhibitors' Tent

With the date for the opening of the Eleventh Annual Torrance Fiesta and Exposition only a week away, members of all committees of the Bert S. Crossland Post, American Legion, today reported all details arranged and the work of preparation coming into the home stretch at full speed.

The Legionnaires are determined to make the event this year live up to all that the name implies—a combination of fun and commercial trade-expansion.

STANDARD OIL CO. BRINGS IN TWO GOOD EAST SIDE WELLS

With two completions on the 100-acre tract leased from the Sentinel Oil Company, the daily production of the Standard Oil Company this week went over the 10,000-barrel mark.

NEW GASOLINE PLANT IS NOW IN OPERATION

The Sentinel Oil Company seems to be "sitting pretty" on the Joughlin lease of 300 acres. Those acquainted with the field know that Sentinel alternates with the Superior in six 100-acre strips.

STATE ORDERS REDUCTION IN USE OF POWER

Railroad Commission Order to Companies Sets Forth Stringent Rules

The following order has been received by the district manager of the California Edison Company and explains the authority by which he is ordering reductions in the use of power and lights.

progress is being made in the sale of space for commercial exhibits. The test this year will be much larger than the one used last season. Both the commercial exhibits and automobile show will be held under the one big top. Down the center will be the large runway, which proved such a successful feature of the Exposition last year.

Merchants and industries in Torrance understand that profits made by the Legion this year will be used toward the erection of a new clubhouse, to serve as a memorial to soldiers who died in the World war. With this object in view the committees are working with unusual energy to "sell" the Fiesta and Exposition to the entire Torrance district, and are assured of success.

They point out that the Fiesta and Exposition is an annual footing up of all commercial institutions in Torrance; that representation among merchants and industries should therefore be 100 per cent; that the event constitutes an opportunity for worthwhile advertising investment; that while advertising themselves, exhibitors help the Legion and the city of Torrance.

GOLDEN BABIES

EDSEL FORD'S TOTS RICHEST IN WORLD



A portrait of Henry Ford II (left) and his brother, Edsel Ford Jr., and (inset) Baby Valentine Mountbatten.

By Central Press

NEW YORK—Two billions: That's the potential inheritance of the two small boys and the baby girl of Edsel Ford. Some day they will own and control the gigantic business of their grandfather, Henry Ford, and the Ford fortune is growing all the while. Statisticians believe they are the richest children in the history of the world.

Henry Ford II is 6, Edsel Jr. 5, and Josephine 5 months old. They are the only grandchildren of the motor king, who has only one child, Edsel.

Louis Mountbatten, a relative of the King of England. They Earn Theirs
Other American "golden babies" high in the standing of potential wealth are the small new daughter of Reginald C. Vanderbilt and the 18-year-old bride he took just a year ago; Gloria Morgan; little John Jacob Astor, whose famous father was lost when the Titanic sank; Robert Godet Jr., referred to as the "hundred million-dollar baby," and James Paul Donohue, grandson of F. W. Woolworth, 5-and-10-cent store king.

There are also the children of filmdom, who are making their own millions. There's Baby Peggy, 3½ years old, and Jackie Coogan, who is 8. Baby Peggy, whose name is Peggy Jean Montgomery, is just an everyday little girl with no famous forbears. Yet not so long ago she made a contract with motion picture magnates which will bring her in a little gold purse of about \$1,500,000 a year. Jackie Coogan, famous little movie star,

has a million dollars in the bank made by himself alone.

Simple Lives Is Rule
The world's classic "million-dollar baby" was little Edward McLean, son of Edward Beale McLean of Washington. He was known as the \$100,000,000 baby and also as the \$200,000,000 baby. His fortune was so vast that no one knew what the exact figures were. He was murdered day and night by private detectives, surrounded by his own corps of doctors and trained nurses, and brought up amid luxuries that sound like a fable. But one day in May, 1918, the little boy stole away from the attendant in charge of him, was struck by an automobile, and died the same night.

The Ford children are being raised in a simple and democratic manner so that in later life they will be able to make their own way in the world. The two smaller Ford children are too young to go to school yet, but the oldest, Henry II, now attends a private school.

A wholesome, likable, wholly unaffected boy, dressed as plainly as any of his schoolmates, Henry II is a favorite in his class.

Other American "poor little rich" girls and boys are now being brought up to learn how to play with their neighbors, to learn not to expect their own way, and they are being guarded against losing the zest of life by being surrounded by two many luxuries. The two little Duke boys, whose mother, Cordelia Biddle Duke, recently became Mrs. Thomas Marloe Roberts, may be cited. There is little "Bubbles" Luckenback, daughter of Mrs. Edgar Luckenback of Sand Point, L. I., who is heirless to more than a million, but who plays democratically in her sunbonnet with babies less endowed by fortune. Christine Cromwell, little daughter of Mr. and Mrs. James H. R. Cromwell, with the Stotesbury and Dodge millions completely surrounding her, is being as sensibly raised as though the stork had slipped her into a less dignified crib.